

Rep Order# 9818105 Ver# 5 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/14/2012 1:14 PM
Last Received: 09/14/2012 11:51 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1768
Buyer Meredith Kaufman
Phone#
Fax#

56535
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1768
Flight Dates 09/13/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

9/14 V.5
SEE LN 1/2/6 FOR REV FLT DTS
PLS CF.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TH-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$50.00	09/13-09/17	2	1	2	\$100.00	
				Sales Remark: V5 REV DT								
				V5 More than 2 codes changed								
	*2	TH-F,M	6A-7A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/13-09/17	2	1	2	\$150.00	
				Sales Remark: V5 REV DT								
				V5 More than 2 codes changed								
	*6	TH-F,M	1035P-1105P	SEINFELD	:30	\$100.00	09/13-09/17	1	1	1	\$100.00	
				Sales Remark: V5 REV DT								
				V3 Comment Changed, Rate Changed								
				V5 More than 2 codes changed								
	*7	SU	6P-7P	ET	:30	\$25.00	09/16-09/16	1	1	1	\$25.00	
				V3 Added								

---REPORT TOTALS---

Report Totals: 6 / \$375.00

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---SALES MONTHLY TOTALS---

Sep 12: 9 / \$575.00

Sales Totals: 9 / \$575.00

Station Totals: 9 / \$575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null
Demos RA35+

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--- REMARKS ---

REVISED LINE 6. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*6	TH-F,M-W	1035P-1105P	SEINFELD	P2 :30	\$100.00	09/13-09/19	1	1	1	\$100.00	
		Sales Remark: V3 RTE CHG V3 Comment Changed, Rate Changed										
	*7	SU	6P-7P	ET	P3 :30	\$25.00	09/16-09/16	1	1	1	\$25.00	
		Sales Remark: V3 ADD V3 Added										

---REPORT TOTALS---

Report Totals: 2 / \$125.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$575.00
Sales Totals: 9 / \$575.00
Station Totals: 9 / \$575.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

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Hiatus Weeks

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9818105 Ver# 2 Status Returned
EC'd No

Traffic Order#

Printed: 09/14/2012 9:53 AM
Last Received: 09/12/2012 10:12 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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--- REMARKS ---

pls see line 6
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*6	TH-F,M-W	1035P-1105P	SEINFELD	:30	\$125.00	09/13-09/19	1	1	1	\$125.00	
		Station Remark: V2 change rate is 100. use the 25. for sunday 6-7p 1x										

---REPORT TOTALS---

Report Totals: 1 / \$125.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$575.00
Sales Totals: 8 / \$575.00
Station Totals: 8 / \$575.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null
Demos RA35+

Rep Order# 9818105 Ver# 2 Status Returned
EC'd No

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Hiatus Weeks

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Rep Order# 9818105 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/13/2012 8:21 AM
Last Received: 09/12/2012 10:12 PM
Showing Buylines: All Lines

1 of 2

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F,M-W	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$50.00	09/13-09/19 ^{9/17}	2 ^{P2}	1	2	\$100.00	
	2	TH-F,M-W	6A-7A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/13-09/19 ^{9/17}	2 ^{P2}	1	2	\$150.00	
	3	SA	2P-3P	LAW & ORDER: CI	:30	\$50.00	09/15-09/15	1 ^{P3}	1	1	\$50.00	
	4	SU	12P-1P	LAW & ORDER	:30	\$50.00	09/16-09/16	1 ^{P3}	1	1	\$50.00	
	5	SU	3P-4P	LAW & ORDER	:30	\$100.00	09/16-09/16	1 ^{P2}	1	1	\$100.00	
	6	TH-F,M-W	1035P-1105P	SEINFELD	:30	\$125.00	09/13-09/19 ^{9/17}	1	1	1	\$125.00	

---REPORT TOTALS---

Report Totals: 8 / \$575.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$575.00

charge rate
to \$100 & add
1x Sun 6-7P @ \$25

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Sales Totals: 8 / \$575.00

Station Totals: 8 / \$575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null
Demos RA35+

Spot Manager: All, 09/13/12-09/17/12



Hot	Order	Date	Air Time	Length	Rate	Order	Inv. Code (Bool)	Ad-ID	Agency	Advertiser	AE	Office	Weekday	Time Period	Order Product Des	Estimate	State
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Station: EKRC-TV

Advertiser: Obama/D/President

Line: 1

No	565351/17/12	6:27 AM	:30	\$50.00	318105 5a Good Morn C				Greer Margolis Obama/D/President	MWFMNA	Monday 5a-6a				OBAMA ADD TO S 1768	P
No	565351/17/12	1:19 AM	:30	\$50.00	318105 5a Good Morn C				Greer Margolis Obama/D/President	MWFMNA	Monday 5a-6a				OBAMA ADD TO S 1768	P

\$100.00

Line: 2

No	565351/17/12	1:28 AM	:30	\$75.00	318105 6a Good Morn C				Greer Margolis Obama/D/President	MWFMNA	Monday 6a-7a				OBAMA ADD TO S 1768	P
No	565351/17/12	9:14 AM	:30	\$75.00	318105 6a Good Morn C				Greer Margolis Obama/D/President	MWFMNA	Monday 6a-7a				OBAMA ADD TO S 1768	P

\$150.00

Line: 3

No	565351/15/12	3:41 PM	:30	\$50.00	318105 Sa 12p-6p				Greer Margolis Obama/D/President	MWFMNA	Saturday (2:00:00 PM-3:00:00 PM)				OBAMA ADD TO S 1768	P
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\$50.00

Line: 4

No	565351/16/12	9:26 PM	:30	\$50.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MWFMNA	Sunday (12:00:00 PM-1:00:00 PM)				OBAMA ADD TO S 1768	P
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\$50.00

Line: 5

No	565351/16/12	3:33 PM	:30	\$100.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MWFMNA	Sunday (3:00:00 PM-4:00:00 PM)				OBAMA ADD TO S 1768	P
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\$100.00

Line: 6

No	565351/17/12	4:26 XM	:30	\$100.00	318105 M-F 1035p-1105				Greer Margolis Obama/D/President	MWFMNA	Monday 1035p-1105p				OBAMA ADD TO S 1768	P
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\$100.00

Line: 7

No	565351/16/12	1:30 PM	:30	\$25.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MWFMNA	Sunday (6:00:00 PM-7:00:00 PM)				OBAMA ADD TO S 1768	P
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\$25.00

\$575.00

\$575.00

\$575.00

[Filtered by:] [Sorted by: Station]